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CLAIMS:

1. A process for producing a shaped article having a color swirl effect on the surface of said shaped article, the process comprising:

- 5           a) providing a first color concentrate comprising a first colorant carried in a mixture of a crystalline organic polymer and an amorphous organic polymer, and optionally, providing a second color concentrate comprising a second colorant carried in an amorphous organic polymer, which amorphous polymer is compatible with the polymers used as carriers for the first colorant;
- 10           b) providing a flowable organic polymer that is compatible with the color concentrates of step a);
- 15           c) transferring the color concentrates of step a) and the flowable organic polymer of step b) to an extruder or molding machine capable of producing shaped articles;
- 20           d) providing sufficient heat to maintain the temperature of the mixture of step c) above the glass transition temperatures of the polymers of steps a) and b) and above the temperatures at which the amorphous polymers of step a) melt or flow, but below the melting or flow temperature of the crystalline polymer of step a);
- 25           e) forming a shaped article by providing sufficient pressure and mixing necessary to produce a shaped article and thereby distributing the color concentrates so as to impart a color swirl effect on the surface of said shaped article.
2. The process of claim 1, wherein the flowable organic polymer of step b) is a thermoplastic.
3. The process of claim 1, wherein the first and second colorants are pigments.

4. The process of claim 1, wherein the amorphous organic polymer of step a) and the flowable organic polymer of step b) are both selected from the group consisting of: a) polymers of vinyl aromatic monomers that are unsubstituted or substituted by a C<sub>1</sub> to C<sub>4</sub> alkyl group or a chlorine atom, b) copolymers of such a vinyl aromatic monomer, and acrylonitrile or methacrylonitrile that is unsubstituted or substituted by a C<sub>1</sub> to C<sub>4</sub> alkyl group, c) copolymers of such a vinyl aromatic monomer and a C<sub>1</sub> to C<sub>4</sub> alkyl acrylate or methacrylate, and d) copolymers of such a vinyl aromatic monomer and a C<sub>4</sub> to C<sub>6</sub> conjugated diolefin.

10 6. The process of claim 1, wherein the crystalline organic polymer of step a) is a polymer of vinyl aromatic monomers that are unsubstituted or substituted by a C<sub>1</sub> to C<sub>4</sub> alkyl group or a chlorine atom.

15 7. The process of claim 1, wherein in step c) the extruder or molding machine is an injection molding machine or a blow molding machine.

20 8. The process of claim 1, wherein in step c) the extruder or molding machine is an extruder.

25 9. The process of claim 1, wherein the first colorant comprises from 0.5 weight percent to 5 weight percent of the first color concentrate.

10. The process of claim 1, wherein the second colorant comprises from 0.5 weight percent to 5 weight percent of the second color concentrate.

11. The process of claim 1, wherein the shaped article is a barrel for a writing instrument.